

Client: Orrin Hatch  
 Product: Media  
 Campaign: Hatch Caucus Spot TV :30

# Station Order

R&R Partners  
 837 East South Temple  
 Salt Lake City, UT 84102  
 801-746-5926

21764

Rev #: 3

Flight From: 03/05/2012 to 03/15/2012

Estimate No.: 510-100  
 Contract No.:  
 Job No.:

Buyer Name: Amy Loop  
 Sweeps: Share Nov 2011 -> HUT/PUT Feb 11

Market: SALT LAKE CITY  
 Station: KSL  
 Station Contact: Craig Lewis

Actg. Order No.: 32416  
 WS Order No.: 31340  
 Contract No.:

Item#	Days/ Times	DP/ Len	Program Title/ Comm1 Tag	Station Gross	Mar 05	Mar 12	Total Spots	DMA
				Rate/ Total				P 35-64 (R)
1	MTWRF-- 05:00A-06:00A	EM 30	KSL 5 NW TDY 1	\$95.00 \$95.00	1		1	0.5 \$190.00
	Comment: NON PREEMPT							
2	MTWRF-- 05:00A-06:00A	EM 30	KSL 5 NW TDY 1	\$95.00 \$95.00		1	1	0.5 \$190.00
	Comment: NON PREEMPT							
3	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS EM	\$385.00 \$385.00	1		1	2.0 \$192.50
	Comment: NON PREEMPT							
4	MTWRF-- 06:00A-07:00A	EM 30	KSL NEWS EM	\$385.00 \$385.00		1	1	2.0 \$192.50
	Comment: NON PREEMPT							
5	MTWRF-- 07:00A-08:00A	EM 30	TODAY SHW	\$750.00 \$750.00	1		1	3.0 \$250.00
	Comment: NON PREEMPT							
6	MTWRF-- 07:00A-08:00A	EM 30	TODAY SHW	\$750.00 \$750.00		1	1	3.0 \$250.00
	Comment: NON PREEMPT							
7	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW 2	\$530.00 \$530.00	1		1	2.0 \$265.00
	Comment: NON PREEMPT							
8	MTWRF-- 08:00A-09:00A	EM 30	TODAY SHOW 2	\$530.00 \$530.00		1	1	2.0 \$265.00
	Comment: NON PREEMPT							
9	MTWRF-- 05:00P-05:30P	EN 30	EYW NWS LVE 5	\$625.00 \$625.00	1		1	2.8 \$223.21
	Comment: NON PREEMPT							
10	MTWRF-- 05:00P-05:30P	EN 30	EYW NWS LVE 5	\$625.00 \$625.00		1	1	2.8 \$223.21
	Comment: NON PREEMPT							
11	MTWRF-- 06:00P-06:30P	EN 30	EWN @ 6P	\$800.00 \$800.00	1		1	3.0 \$266.67
	Comment: NON PREEMPT							
12	MTWRF-- 06:00P-06:30P	EN 30	EWN @ 6P	\$800.00 \$800.00		1	1	3.0 \$266.67
	Comment: NON PREEMPT							
13	MTWRF-- 06:30P-07:00P	EN 30	630 NEWS	\$625.00 \$625.00	1		1	2.8 \$223.21
	Comment: NON PREEMPT							
14	MTWRF-- 06:30P-07:00P	EN 30	630 NEWS	\$625.00 \$625.00		1	1	2.8 \$223.21
	Comment: NON PREEMPT							
15	MTWRF-- 10:00P-10:30P	LN 30	KSL 5 NWS-10	\$2,600.00 \$2,600.00	1		1	7.2 \$361.11
	Comment: NON PREEMPT							
16	MTWRF-- 10:00P-10:30P	LN 30	KSL NEWS 10	\$2,600.00 \$2,600.00		1	1	7.2 \$361.11
	Comment: NON PREEMPT							
17	Su 10:00P-10:30P	LN 30	SUN LATE NEWS	\$2,850.00 \$2,850.00	1		1	8.0 \$356.25
	Comment: NON PREEMPT							

7 +1/p  
 7 +1/p  
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bel wing +1/p 10-1035 p

Date: 02/21/2012

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21764

Time: 3:51p

Advertiser: Orrin Hatch  
 Campaign: Hatch Caucus Spot TV :30

# Station Order

SALT LAKE CITY - TV

Station: KSL

Item#	Days/ Times	DP/ Len	Program Title/ Comm: Tag	Station Gross Rate/ Total	Mar 05	Mar 12	Total Spots	DMA P 35-64 (R)
18	-----Su 06:00P-07:00P	PT 30	DATELINE	\$800.00 \$800.00	1		1	2.5 \$320.00
Comment: NON PREEMPT								
				\$16,470.00	10	8	18	
					33.8			
						23.3		

Monthly Totals				
Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Mar	18	57.1	\$16,470.00	\$288.44
	18	57.1	\$16,470.00	\$288.44

## Comments

### Campaign Remarks:

Upon receipt, fax signed confirmation of order to Amy Loop at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By:  2/24



# CONTRACT

KSLTV KSL.com  
DeseretNews.com

KSL  
55 North 300 West Broadcast House  
Salt Lake City, UT 84110  
(801)575-1036

And:

R&R Partners  
Attention: Pam Payne  
900 S Pavilion Center Dr  
Suite 100  
Las Vegas, NV 89144

<u>Contract / Revision</u> 21764 /		<u>Alt Order #</u>
<u>Product</u> Media 03/5-3/15 (:30's)		
<u>Contract Dates</u> 03/05/12 - 03/15/12	<u>Estimate #</u> 510-100	
<u>Advertiser</u> Orrin Hatch		<u>Original Date / Revision</u> 02/23/12 / 02/24/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> KSL	<u>Account Executive</u> Mark Wiest	<u>Sales Office</u> Regional
<u>Special Handling</u>		
<u>Demographic</u> Adults 35-64		
		<u>Total Ratings</u> 57.10
<u>IDB#</u> 1125	<u>Advertiser Code</u>	<u>Product Code</u>
<u>Agency Ref</u>	<u>Advertiser Ref</u>	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
N 1	KSL	03/05/12	03/11/12	5a KSL 5 Today-Hour 1	5-6am		:30				NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$95.00	0.50			
N 2	KSL	03/12/12	03/15/12	5a KSL 5 Today-Hour 1	5-6am		:30				NM	1	\$95.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$95.00	0.50			
N 3	KSL	03/05/12	03/11/12	6a KSL 5 Today-Hour 2	M-F 6a-7a		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$385.00	2.00			
N 4	KSL	03/12/12	03/15/12	6a KSL 5 Today-Hour 2	M-F 6a-7a		:30				NM	1	\$385.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$385.00	2.00			
N 5	KSL	03/05/12	03/11/12	7a Today-Hour One	M-F 7a-8a		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$750.00	3.00			
N 6	KSL	03/12/12	03/15/12	7a Today-Hour One	M-F 7a-8a		:30				NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$750.00	3.00			
N 7	KSL	03/05/12	03/11/12	8a Today-Hour Two	8-9am		:30				NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$530.00	2.00			
N 8	KSL	03/12/12	03/15/12	8a Today-Hour Two	8-9am		:30				NM	1	\$530.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$530.00	2.00			
N 9	KSL	03/05/12	03/11/12	KSL 5 News @ 5p	M-F 5p-530p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$625.00	2.80			
N 10	KSL	03/12/12	03/15/12	KSL 5 News @ 5p	M-F 5p-530p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$625.00	2.80			
N 11	KSL	03/05/12	03/11/12	KSL 5 News @ 6p	M-F 6p-630p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$800.00	3.00			
N 12	KSL	03/12/12	03/15/12	KSL 5 News @ 6p	M-F 6p-630p		:30				NM	1	\$800.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KSLTV KSL.com  
DeseretNews.com

KSL  
55 North 300 West Broadcast House  
Salt Lake City, UT 84110  
(801)575-1036

Contract / Revision		Alt Order #
21764 /		
Contract Dates	Product	Estimate #
03/05/12 - 03/15/12	Media 03/5-3/15 (:30's)	610-100
Advertiser		Original Date / Revision
Orrin Hatch		02/23/12 / 02/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$800.00	3.00			
N 13	KSL	03/05/12	03/11/12	KSL 5 News @ 630p	M-F 630p-659p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$625.00	2.80			
N 14	KSL	03/12/12	03/15/12	KSL 5 News @ 630p	M-F 630p-659p		:30				NM	1	\$625.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				1	\$625.00	2.80			
N 15	KSL	03/05/12	03/11/12	KSL 5 News @ 10pm	M-F 10p-1035p		:30				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	MTWTF--				1	\$2,600.00	7.20			
N 16	KSL	03/12/12	03/14/12	KSL 5 News @ 10pm	M-F 10p-1035p		:30				NM	1	\$2,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTW----				1	\$2,600.00	7.20			
N 17	KSL	03/05/12	03/11/12	KSL 5 News @ 10pm Su	10p-1035p		:30				NM	1	\$2,850.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	-----S				1	\$2,850.00	8.00			
N 18	KSL	03/05/12	03/11/12	Dateilne	558p-7p		:30				NM	1	\$800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	-----S				1	\$800.00	2.50			
Totals										57.10		18	\$16,470.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 -03/15/12	18	\$16,470.00	\$13,999.50
Totals	18	\$16,470.00	\$13,999.50

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> Salt Lake City	<b>Date:</b> 2/22/12
--	-------------------------

I, David Hansen

being/on behalf of: Orrin Hatch, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the caucus/convention/primary/general

election to be held on: TBD

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
****See attached station order****					

**Total Charges:** \*\*\*\*See attached station order\*\*\*\*

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

Hatch Election Committee Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

STANLEY R DE WAAL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

3/22/12  
Date

David Hansen, Camp Mgr.  
Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, HATCH ELECTION Committee  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

David Hansen, for Hatch Election Comm.  
signature of candidate or authorized committee

DAVID HANSEN  
printed name

2-22-12  
date

## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

### AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.





R&R Local TV Avail Request

Primary Contact: Amy Loop, 702-318-4272

Secondary Contact: Pam Payne, 702-318-4269

Secondary Contact: Emily Hite, 702-318-4346

Client: Hatch

Product: Caucus

Demo: Primary: A35-64  
Secondary: Households

Flights: 02/27/12 - 3/15/12 (3 weeks)

Dayparts: EM, EN, PR, LN

Lengths: :60 & :30

Books: Nov '11 Share | Feb '11 HUT/PUT

Due Date: Wednesday, February 15, 2012 (COB)

\*Must submit rates & added-value at once

\*Please submit to [amy.loop@rrpartners.com](mailto:amy.loop@rrpartners.com), [pamela.payne@rrpartners.com](mailto:pamela.payne@rrpartners.com) and [emily.hite@rrpartners.com](mailto:emily.hite@rrpartners.com)

Client: Orrin Hatch  
Product: Media  
Campaign: Hatch Caucus Spot TV :60

# Station Order

21763

R&R Partners  
837 East South Temple  
Salt Lake City, UT 84102  
801-746-6926

Rev # : 3

Flight From: 02/27/2012 to 03/15/2012

Estimate No.: 510102  
Contract No.:  
Job No.:

Buyer Name: Amy Loop  
Sweeps: Share Nov 2011 - HUT/PUT Feb 11

Market: SALT LAKE CITY  
Station: KSL  
Station Contact: Craig Lewis

Acct. Order No.: 32406  
WS Order No.: 31330  
Contract No.:

900 W Pavilion  
LV, NV 89111

Item#	Days/ Times	DP/ Len	Program Title/ Commil Tag	Station Gross Rate/ Total	Feb 27	Mar 05	Mar 12	Total Spots	DMA 35.64 (R)
1	MTWRF-- 05:00A-06:00A 60	EM	KSL 5 NW TDY 1	\$190.00 \$760.00	2	2	-	4	0.5 \$380.00
Comment: NON PREEMPT									
2	MTWR--- 05:00A-06:00A 60	EM	KSL 5 NW TDY 1	\$190.00 \$380.00	-	-	2	2	0.5 \$380.00
Comment: NON PREEMPT									
3	MTWRF-- 06:00A-07:00A 60	EM	KSL NEWS EM	\$770.00 \$4,620.00	4	2	-	6	2.0 \$385.00
Comment: NON PREEMPT									
4	MTWR--- 06:00A-07:00A 60	EM	KSL NEWS EM	\$770.00 \$2,310.00	-	-	3	3	2.0 \$385.00
Comment: NON PREEMPT									
5	MTWRF-- 07:00A-08:00A 60	EM	TODAY SHW	\$1,500.00 \$9,000.00	4	2	-	6	3.0 \$500.00
Comment: NON PREEMPT									
6	MTWR--- 07:00A-08:00A 60	EM	TODAY SHW	\$1,500.00 \$4,500.00	-	-	3	3	3.0 \$500.00
Comment: NON PREEMPT									
7	MTWRF-- 08:00A-09:00A 60	EM	TODAY SHOW 2	\$1,060.00 \$4,240.00	2	2	-	4	2.0 \$530.00
Comment: NON PREEMPT									
8	MTWR--- 08:00A-09:00A 60	EM	TODAY SHOW 2	\$1,060.00 \$2,120.00	-	-	2	2	2.0 \$530.00
Comment: NON PREEMPT									
9	MTWRF-- 05:00P-05:30P 60	EN	EYW NWS LVE 5	\$1,250.00 \$7,500.00	4	2	-	6	2.8 \$446.43
Comment: NON PREEMPT									
10	MTWR--- 05:00P-05:30P 60	EN	EYW NWS LVE 5	\$1,250.00 \$3,750.00	-	-	3	3	2.8 \$446.43
Comment: NON PREEMPT									
11	MTWRF-- 06:00P-06:30P 60	EN	EWN @ 6P	\$1,600.00 \$9,600.00	4	2	-	6	3.0 \$533.33
Comment: NON PREEMPT									
12	MTWR--- 06:00P-06:30P 60	EN	EWN @ 6P	\$1,600.00 \$4,800.00	-	-	3	3	3.0 \$533.33
Comment: NON PREEMPT									
13	MTWRF-- 06:30P-07:00P 60	EN	630 NEWS	\$1,250.00 \$6,250.00	3	2	-	5	2.8 \$446.43
Comment: NON PREEMPT									
14	MTWR--- 06:30P-07:00P 60	EN	630 NEWS	\$1,250.00 \$3,750.00	-	-	3	3	2.8 \$446.43
Comment: NON PREEMPT									
15	-----Su 05:30P-06:00P 60	EN	SU EARLY NEWS	\$600.00 \$1,200.00	1	1	-	2	2.0 \$300.00
Comment: NON PREEMPT									
16	MTWRF-- 10:00P-10:30P 60	LN	KSL 5 NWS-10	\$5,200.00 \$31,200.00	4	2	-	6	7.2 \$722.22
Comment: NON PREEMPT									
17	MTW--- 10:00P-10:30P 60	LN	KSL NEWS 10	\$5,200.00 \$10,400.00	-	-	2	2	7.2 \$722.22
Comment: NON PREEMPT									

Ordered Mary T/p

Date: 02/17/2012

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Time: 10:25a

21763

Advertiser: Orrin Hatch  
 Campaign: Hatch Caucus Spot TV :60

**Station Order**  
 SALT LAKE CITY - TV

Station: KSL

Item#	Days/ Times	DP/ Len	Program Title/ Comml Tag	Station Gross Rate/ Total	Feb 27	Mar 05	Mar 12	Total Spots	DMA P 35-84 (R)
18	<del>Su</del> 10:00P-10:30P	LN 60	KSL 5/KSL5 N	\$5,700.00	1			1	8.0
				\$5,700.00					\$712.50
	Comment: NON PREEMPT								
19	<del>T</del> 07:00P-09:00P	PT 60	BIGST LR12-NBC	\$7,200.00	1			1	6.0
				\$7,200.00					\$1,200.00
	Comment: NON PREEMPT 2/28								
20	<del>T</del> 07:00P-08:00P	PT 60	BIGST LR12-NBC	\$7,200.00		1		1	6.0
				\$7,200.00					\$1,200.00
	Comment: NON PREEMPT 3/6								
21	<del>W</del> 09:00P-10:00P	PT 60	LAW&ORDER	\$3,600.00			1	1	3.0
				\$3,600.00					\$1,200.00
	Comment: NON PREEMPT								
23	<del>Su</del> 06:00P-07:00P	PT 60	DATELINE	\$1,600.00	1			1	2.5
				\$1,600.00					\$640.00
	Comment: NON PREEMPT								
					\$131,680.00	31	18	22	71

ordered wrong TP

103.9  
54.6

Monthly Totals

Month	Spots	GRP/GRIs	Station Gross Dollars	Station Gross CPP/CPM
Mar	71	221.7	\$131,680.00	\$593.96
	71	221.7	\$131,680.00	\$593.96

Comments

Campaign Remarks:  
 Upon receipt, fax signed confirmation of order to Amy Loop at 702-939-4272.

All makegoods must be pre-approved by buyer and run within flight weeks/dayparts of same broadcast month.

All buys will be monitored on a weekly basis. Post logs are due to buyer on Tuesday following on-air week.

Two week standard cancellation policy applies with written notice.

Delivery guaranteed at 90-110%.

By: Craig Smith 2/24

# CONTRACT



KSLTV KSL.com  
DeseretNews.com

KSL  
55 North 300 West Broadcast House  
Salt Lake City, UT 84110  
(801)575-1036

And:

R&R Partners  
Attention: Pam Payne  
900 S Pavilion Center Dr  
Suite 100  
Las Vegas, NV 89144

<b>Contract / Revision</b> 21763 /		<b>Alt Order #</b>
<b>Product</b> Media 02/27-3/15 (:60's)		
<b>Contract Dates</b> 02/27/12 - 03/15/12		<b>Estimate #</b> 510-102
<b>Advertiser</b> Orrin Hatch		<b>Original Date / Revision</b> 02/24/12 / 02/24/12
<b>Billing Cycle</b> EOM/EOC	<b>Billing Calendar</b> Broadcast	<b>Cash/Trade</b> Cash
<b>Station</b> KSL	<b>Account Executive</b> Mark Wiest	<b>Sales Office</b> Regional
<b>Special Handling</b>		
<b>Demographic</b> Adults 35-64		
		<b>Total Ratings</b> 221.50
<b>IDB#</b> 1125	<b>Advertiser Code</b>	<b>Product Code</b>
<b>Agency Ref</b>		<b>Advertiser Ref</b>

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
E 1	KSL	02/27/12	03/11/12	5a KSL 5 Today-Hour 1	5-6am		1:00				NM	4	\$760.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/27/12	03/04/12	MTWTF--				2	\$190.00	0.50			
	Week:	03/05/12	03/11/12	MTWTF--				2	\$190.00	0.50			
E 2	KSL	03/12/12	03/15/12	5a KSL 5 Today-Hour 1	5-6am		1:00				NM	2	\$380.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/12/12	03/18/12	MTWT---				2	\$190.00	0.50			
E 3	KSL	02/27/12	03/11/12	6a KSL 5 Today-Hour 2	M-F 6a-7a		1:00				NM	6	\$4,620.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/27/12	03/04/12	MTWTF--				4	\$770.00	2.00			
	Week:	03/05/12	03/11/12	MTWTF--				2	\$770.00	2.00			
E 4	KSL	03/12/12	03/15/12	6a KSL 5 Today-Hour 2	M-F 6a-7a		1:00				NM	3	\$2,310.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/12/12	03/18/12	MTWT---				3	\$770.00	2.00			
N 5	KSL	02/27/12	03/11/12	7a Today-Hour One	M-F 7a-8a		1:00				NM	6	\$9,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/27/12	03/04/12	MTWTF--				4	\$1,500.00	3.00			
	Week:	03/05/12	03/11/12	MTWTF--				2	\$1,500.00	3.00			
E 6	KSL	03/12/12	03/15/12	7a Today-Hour One	M-F 7a-8a		1:00				NM	3	\$4,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/12/12	03/18/12	MTWT---				3	\$1,500.00	3.00			
E 7	KSL	02/27/12	03/11/12	8a Today-Hour Two	8-9am		1:00				NM	4	\$4,240.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/27/12	03/04/12	MTWTF--				2	\$1,060.00	2.00			
	Week:	03/05/12	03/11/12	MTWTF--				2	\$1,060.00	2.00			
E 8	KSL	03/12/12	03/15/12	8a Today-Hour Two	8-9am		1:00				NM	2	\$2,120.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/12/12	03/18/12	MTWT---				2	\$1,060.00	2.00			
E 9	KSL	02/27/12	03/11/12	KSL 5 News @ 5p	M-F 5p-530p		1:00				NM	6	\$7,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	02/27/12	03/04/12	MTWTF--				4	\$1,250.00	2.80			
	Week:	03/05/12	03/11/12	MTWTF--				2	\$1,250.00	2.80			
E 10	KSL	03/12/12	03/15/12	KSL 5 News @ 5p	M-F 5p-530p		1:00				NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
	Week:	03/12/12	03/18/12	MTWT---				3	\$1,250.00	3.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.



KSLTV KSL.com  
DeseretNews.com

KSL  
55 North 300 West Broadcast House  
Salt Lake City, UT 84110  
(801)575-1036

Contract / Revision 21763 /		Alt Order #
Contract Dates 02/27/12 - 03/15/12	Product Media 02/27-3/15 (:60's)	Estimate # 510-102
Advertiser Orrin Hatch		Original Date / Revision 02/24/12 / 02/24/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Rtn	Type	Spots	Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
N 11	KSL	02/27/12	03/11/12	KSL 5 News @ 6p	M-F 6p-630p		1:00				NM	6	\$9,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	MTWTF--				4	\$1,600.00	3.00			
Week:		03/05/12	03/11/12	MTWTF--				2	\$1,600.00	3.00			
E 12	KSL	03/12/12	03/15/12	KSL 5 News @ 6p	M-F 6p-630p		1:00				NM	3	\$4,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				3	\$1,600.00	3.00			
E 13	KSL	02/27/12	03/11/12	KSL 5 News @ 630p	M-F 630p-659p		1:00				NM	5	\$6,250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	MTWTF--				3	\$1,250.00	2.80			
Week:		03/05/12	03/11/12	MTWTF--				2	\$1,250.00	2.80			
E 14	KSL	03/12/12	03/15/12	KSL 5 News @ 630p	M-F 630p-659p		1:00				NM	3	\$3,750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTWT---				3	\$1,250.00	2.80			
E 15	KSL	02/27/12	03/11/12	KSL 5 News Sunday	Su 530-6p		1:00				NM	2	\$1,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S				1	\$600.00	2.00			
Week:		03/05/12	03/11/12	-----S				1	\$600.00	2.00			
E 16	KSL	02/27/12	03/11/12	KSL 5 News @ 10pm	M-F 10p-1035p		1:00				NM	6	\$31,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	MTWTF--				4	\$5,200.00	7.20			
Week:		03/05/12	03/11/12	MTWTF--				2	\$5,200.00	7.20			
E 17	KSL	03/12/12	03/14/12	KSL 5 News @ 10pm	M-F 10p-1035p		1:00				NM	2	\$10,400.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	MTW----				2	\$5,200.00	7.20			
E 18	KSL	02/27/12	03/04/12	KSL 5 News @ 10pm Su	10p-1035p		1:00				NM	1	\$5,700.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S				1	\$5,700.00	7.20			
E 19	KSL	02/27/12	03/04/12	Biggest Loser	658p-9p		1:00				NM	1	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	-T-----				1	\$7,200.00	6.00			
E 20	KSL	03/05/12	03/11/12	Biggest Loser	658p-8p		1:00				NM	1	\$7,200.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/05/12	03/11/12	---T---				1	\$7,200.00	6.00			
E 21	KSL	03/12/12	03/15/12	Law & Order SVU	9p-10p		1:00				NM	1	\$3,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		03/12/12	03/18/12	--W----				1	\$3,600.00	3.00			
E 22	KSL	02/27/12	03/04/12	Dateline	658p-8p		1:00				NM	1	\$1,600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>	<u>Rating</u>			
Week:		02/27/12	03/04/12	-----S-				1	\$1,600.00	2.50			
Totals										221.50		71	\$131,680.00

Time Period	# of Spots	Gross Amount	Net Amount
02/27/12 - 03/15/12	71	\$131,680.00	\$111,928.00
Totals	71	\$131,680.00	\$111,928.00

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Two week advance cancellation notice is required unless otherwise specified.

## AGREEMENT FORM FOR POLITICAL CANDIDATE ADVERTISEMENTS

(check applicable box)

☒ **FEDERAL CANDIDATE**

☐ **STATE/LOCAL CANDIDATE**

**To Avail Themselves of The Lowest Unit Charge During a Political Window, Federal Candidates Must Sign The Certification On Page 3**

<b>Station and Location:</b> Salt Lake City	<b>Date:</b> 2/22/12
--	-------------------------

I, David Hansen

being/on behalf of: Orrin Hatch, a legally

qualified candidate of the Republican political

party for the office of: US Senate

in the caucus/convention/primary/general

election to be held on: TBD

do hereby request station time as follows:

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
****See attached station order****					

**Total Charges:** \*\*\*\*See attached station order\*\*\*\*

For programming that, in whole or in part, "communicates a message relating to any political matter of national importance," list the matters below:

N/A

I represent that the payment for the above described broadcast time has been furnished by:

Hatch Election Committee Inc.

and you are authorized to announce the time as paid for by such person or entity.

I represent that this person or entity is either a legally qualified candidate or an authorized committee/organization of the legally qualified candidate.

The name of the treasurer of the candidate's authorized committee is:

STANLEY R DE WAAL

This station has disclosed to me its political advertising policies, including: applicable classes and rates; and discount, promotional and other sales practices (not applicable to federal candidates).

**THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.**

**To Be Signed By Candidate or Authorized Committee**

3/22/12 David Hansen, Camp Mgr.  
Date Signature

**To Be Signed By Station Representative**

☐ Accepted

☐ Accepted in Part

☐ Rejected

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Printed Name

\_\_\_\_\_  
Title

## CANDIDATE CERTIFICATION

**In Order For Federal Candidates to Receive The Lowest Unit Charge During a Political Window, the Following Certification is Required:**

I, HATCH ELECTION Committee  
(name of federal candidate or authorized committee) hereby certify that the programming to be broadcast (in whole or in part) pursuant to this agreement:

☐ does ☒ does not

refer to an opposing candidate (check applicable box). I further certify that for the programming that does refer to an opposing candidate:

(check applicable box)

- ☐ the radio programming contains a personal audio statement by the candidate that identifies the candidate, the office being sought, and that the candidate has approved the broadcast.
- ☐ the television programming contains a clearly identifiable photograph or similar image of the candidate for a duration of at least four seconds, and a simultaneously displayed printed statement identifying the candidate, that the candidate approved the broadcast, and that the candidate and/or the candidate's authorized committee paid for the broadcast.

David Hansen, for Hatch Election Comm.  
signature of candidate or authorized committee

DAVID HANSEN  
printed name

2-22-12  
date



## AGREED UPON SCHEDULE

(TO BE FILLED IN ONLY IF STATION DOES NOT ACCEPT ALL OF  
CANDIDATE'S REQUEST)

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks

**Total Charges:**

## AFTER AIRING OF BROADCASTS:

Attach invoices or Schedule Run Summary to this Form showing:

- (1) actual air time and charges for each spot;
- (2) the date(s), exact time(s) and reason(s) for Make-Good(s), if any; and
- (3) the amount of rebates given (identify exact date, time, class of broadcast and dollar amount for each rebate), if any.

**Note:** Because the FCC requires that the political file contain the actual times the spots air, that information should be included in the file as soon as possible. If that information is only generated monthly, the file should include the name of a contact person who can provide the times that specific spots aired.



RR PARTNERS

R&R Local TV Avail Request

Primary Contact: Amy Loop, 702-318-4272

Secondary Contact: Pam Payne, 702-318-4269

Secondary Contact: Emily Hite, 702-318-4346

Client: Hatch

Product: Caucus

Demo: Primary: A35-64  
Secondary: Households

Flights: 02/27/12 - 3/15/12 (3 weeks)

Dayparts: EM, EN, PR, LN

Lengths: :60 & :30

Books: Nov '11 Share | Feb '11 HUT/PUT

Due Date: Wednesday, February 15, 2012 (COB)

\*Must submit rates & added-value at once

\*Please submit to [amy.loop@rrpartners.com](mailto:amy.loop@rrpartners.com), [pamela.payne@rrpartners.com](mailto:pamela.payne@rrpartners.com) and [emily.hite@rrpartners.com](mailto:emily.hite@rrpartners.com)